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KOREAN INTELLECTUAL PROPERTY OFFICE

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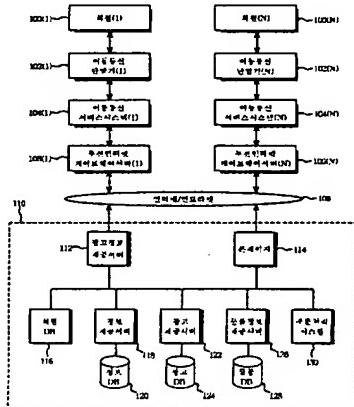
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(54) SYSTEM AND METHOD FOR SUPPLYING INFORMATION THROUGH MOBILE TERMINAL AND FOR ELECTRONIC COMMERCE

(57) Abstract:

PURPOSE: A system and method for supplying information through a mobile terminal and for electronic commerce is provided to freely and periodically supply necessary information to mobile terminal users.

CONSTITUTION: A phone page(114) opens a personal phone page for the user of a mobile terminal(102). The phone page(114) downloads information from an information providing server(118). The advertisement information providing server(112) combines information transmitted from the information providing server(118) with information transmitted from the advertisement providing server(122) and creates advertisement information. The information providing server(118), connected with an information database(120), creates information requested by a member and transmits it to the advertisement information providing server(112). The advertisement providing server(122) receives advertisements from advertisers and stores them in an advertisement database(124). Also the advertisement providing server(122) transmits an advertisement and advertisement target member information to the advertisement information providing server(112). The commodity information providing server(126) receives goods information from advertisers and stores it in a goods database(128). In case that a member makes a purchase order using the phone page(114) after watching an advertiser's advertisement, the order processing system checks his settlement through the member database(116), processes the purchase order through a settlement processing unit, and transmits purchase order information to the advertiser.



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Legal Status

Date of final disposal of an application (20030422)